225 experts to conduct sessions

Computer meeting slates 20 topics

ANAHEIM, Calif.—Computer Graphics '84, the fifth annual conference and exposition of the National Computer Graphics Assn., will be held here May 13-17 at the Anaheim Convention Center.

Approximately 225 industry experts and professional educators will conduct tutorials and technical sessions on more than 20 topics in computer graphics. Covering a broad range of technology, with special emphasis on microcomputers, the conference program is organized around 25 tutorials and more than 70 technical sessions.

"The tutorials offer training in specific computer graphics skills," said Stephen A. Mucchetti, conference director, "while papers on key developments, innovative applications and future directions in the field will be presented in the technical sessions."

The Computer Graphics '84 exposition, May 14-17, will showcase state-of-the-art computer graphics technology for use in CAD/CAM, business and management, cartography, structural analysis, medicine, animation, marketing, architecture and many other applications.

Representatives and technical staff of more than 200 leading vendors will be available to explain the products and services on display in the three exhibit halls of the Convention Center. Additional presentations will be made by computer graphics manufacturers and vendors in an exhibitor forum to be held in conjunction with the exposition.

"The exposition will be a giant marketplace," said Mucchetti. "Vendors will demonstrate their newest products and services. Users will be able to review the latest in computer graphics technology. As a meeting place for users and suppliers, this event will make a major contribution to the computer graphics industry."

NCGA has been working with several related associations and professional societies in preparation for Computer Graphics '84. Representatives for these organizations have been invited to participate as conference speakers. Members of the groups are encouraged to attend the conference to learn more about how computer graphics can affect their work.

A special attraction at the show will be the NCGA annual dinner on May 15. It will feature a series of video presentations, including a short feature film produced by Robert Abel, whose pioneering work in computer graphics and special effects has revolutionized television commercial production.

In addition to the Abel film, a video gallery will be offered during the pre-dinner cocktail hour, including videotapes of some innovative applications of computer graphics in commercial production.

Computer Graphics '84 is sponsored by the National Computer Graphics Assn., an organization of 6,300 professionals and 49 major corporations dedicated to developing, promoting and improving computer graphics applications in business, industry, government, science and the arts.

This year, more than 25,000 people are expected to attend the five-day conference.

As of Dec. 31, 119,000 net square feet of exhibit space—73 percent of the total available—had been sold to 177 companies for the exhibition.

An additional 25,000 square feet have been reserved for a total commitment of 86 percent of the available net square feet.

As a result, the exposition will be at least 2½ times the size of the association's 1982 event, also held in Anaheim. NCGA expects more than 220 exhibitors at Computer Graphics '84, a 15-percent increase in number of exhibitors over 1982.

ASE group elects officers, directors

WASHINGTON. — Robert W. Schrandt, corporate service manager, Toyota Motor Sales, USA, Inc., Torrance, Calif., has been elected chairman of the National Institute for Automotive Service Excellence (ASE).

In addition to Schrandt, the following officers were elected: Joe D. Mills, state director of vocational education, Tallahassee, Fla., vice chairman; Burck E. Grosse, director, products service training, General Motors, Warren, Mich., treasurer, and Gerald E. Donahue, CAT, Donahue's Auto Service, Columbus, S. C., secretary. Ronald H. Weiner remains as president.

Others named to the Executive Committee were Lillian Bates, manager, service training programs, Parts and Service Division, Ford Motor Co., Dearborn; R. Michael Cheverier, CMAT, CMTT, Texas Garage, Amarillo, Tex., and Eldon G. Holbrook, manager, marketing training, Amoco Oil Co., Chicago.

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IMPORT SALES BY NAMEPLATE

DECEMBER, 1983 VS. DECEMBER, 1982

	December, 1983	December, 1982	12 mos., 1983	12 mos., 1982
Alfa Romeo	185	240	3,002	2,193
Audi	5,200	3,650	47,934	45,954
4000	1,283	892	12,266	13,164
4000d	8	323	956	3,172
5000S/Wagon	3,164	1,360	23,382	16,721
5000/td	5	333	5,188	4,243
5000 turbo gas	32	310	1,962	4,130
Coupe	348	370	3,358	4,235
Quattro	0	62	240	289
4000S Quattro	360	.....	582	.....
BMW	6,226	6,215	59,243	52,392
318/320	3,739	3,859	34,619	36,461
528e	746	1,450	11,239	10,540
533	608	.....	4,765	.....
633	324	247	2,613	1,515
733	809	659	6,007	3,876
Chrysler/Mitsubishi	8,117	7,074	103,569	102,227
Colt	5,891	4,810	73,671	75,031
Conquest/Sapporo/Chal'ger	820	2,264	25,595	27,169
Vista	1,406	.....	4,303	.....
DeLorean	.....	.....	4001	2,746
Fiat	111	573	6,184	14,113
Strada	15	114	.....	4,478
Brava	3	60	.....	2,452
X-1/9	31	112	.....	2,359
Spider 2000	62	287	.....	4,824
Honda	25,451	28,086	350,670	368,865
Civic	7,028	9,777	127,856	132,469
Civic CRX	2,483	.....	10,287	.....
Accord	11,112	16,749	171,736	195,524
Prelude	4,828	1,560	41,188	37,872
Isuzu	1,658	1,359	20,731	15,462
I-Mark	631	1,359	11,876	15,462
Impulse	1,027	.....	8,855	.....
Jaguar	1,789	1,219	15,815	10,349
XJ6	1,449	1,072	13,110	8,940
XJS	340	147	2,705	1,409
Lancia	6	124	637	1,174
Mazda	12,739	13,285	173,388	183,150
GLC	3,029	4,020	51,313	54,348
626	5,782	4,838	69,561	58,740
RX-7	3,928	4,427	52,514	50,062
Mercedes-Benz	7,865	7,399	73,692	65,963
190D	941	.....	1,551	.....
190E	1,009	.....	2,629	.....
240D	29	1,323	9,728	13,480
300D	1,736	2,225	19,191	17,263
300CD	175	183	2,002	1,726
300TD	341	311	2,811	2,896
300SD	1,717	1,757	18,759	16,686
280E/CE	.....	.....	.....	26
380SE	481	.....	928	.....
500/380SEL	429	531	4,879	3,692
380SL/SLC	804	895	9,255	8,405
500/380SEC	203	171	1,957	1,758
Mitsubishi	3,047	1,260	32,755	3,950
Starion	559	362	6,209	1,164
Cordia	1,275	454	12,799	1,471
Tredia	1,213	444	13,474	1,315
Nissan	37,424	39,779	521,902	470,246
210	.....	147	.....	61,292
Sentra	15,428	15,609	209,889	130,161
310	.....	1,010	.....	43,557
Pulsar	4,062	4,763	60,233	9,256

Continued on Page 22, Col. 3

"F"-BODY CONVERTIBLES
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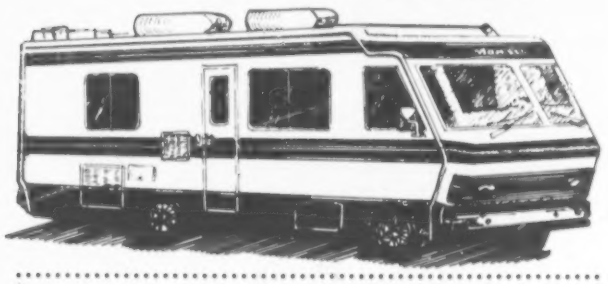

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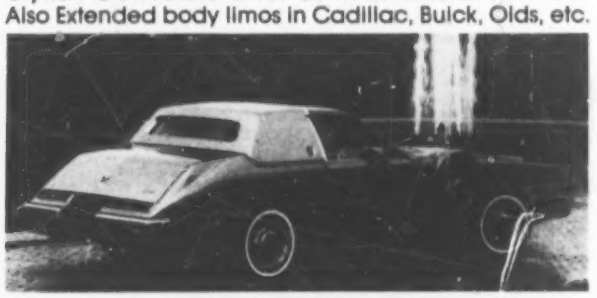

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But German auto makers are worried by prospect of shorter work week

BMW notches 20 percent sales gain

By Richard Feast
European Editor

MUNICH. — Sales revenues by BMW recorded another 20-percent increase last year, Chairman Eberhard von Kuenheim said.

It is the culmination of a decade of solid growth for the West German auto maker. Production of passenger cars in 1983 was a record 421,000, an 11-percent improvement over the previous year.

Prospects for car and motorcycle sales this year are good. But the company will make no production or sales forecasts — in large measure on account of the possibility of the introduction of a 35-hour work week in the whole of German industry.

This reduction from a 40-hour week is one of the two major concerns facing German auto makers at the beginning of 1984. The second is the proposal to introduce lead-free gasoline in the country from 1986.

• These two subjects are occupying German auto makers far more than any other. They fear that their competitive performance will be harmed, though the auto industry was the main locomotive which pulled the economy out of the recent recession.

BMW AG sales last year rose 22.5 percent to $4.1 billion. Worldwide sales for the group, including the 13 wholly owned subsidiaries, were up 20 percent at $5 billion.

BMW has not finalized the full accounts, and profits will not be declared until the middle of the year.

Car sales were up 11.9 percent at 422,491, mainly as a result of an increase of more than one-fifth in domestic sales (158,823).

Sales in the U. S. amounted to 56,000 and earned revenues of about $360 million. This year's expectation is of 60,000 car sales in the U. S., says BMW.

The company is committed to investments of about $360 million a year for the next five years. Its main projects, apart from modernization of existing facilities and new products, is another production facility at Regensburg and an R&D center near Munich.

Carolina dealers see demand for mid-size cars

RALEIGH, N. C. — Mid-size cars that combine good gasoline mileage and performance are the cars of the future and auto makers have recognized this, according to some North Carolina dealers.

As one dealer said, "People want more performance out of a car" and "they are buying what they want, rather than what they had to have" during the gasoline crisis.

Dealers said their customers want a car with a small engine that does not guzzle gasoline but also one that gives them more power and better road handling.

Tradeins are less frequent now, the dealers said, with the average owner trading cars only every six to seven years.

IMPORT SALES BY NAMEPLATE

Continued from Page 20

DECEMBER, 1983 VS. DECEMBER, 1982

	December, 1983	December, 1982	12 mos., 1983	12 mos., 1982
Stanza	4,563	4,597	64,429	59,152
Maxima	5,901	5,532	76,209	54,187
200SX	170	2,759	31,158	48,436
300ZX/280ZX	5,683	4,359	71,144	57,260
Hawaii	1,617	1,003	8,840	6,552
Other	.....	.....	.....	393
Peugeot	1,525	1,205	15,241	14,044
540D	.....	88	476	1,547
505	1,146	528	9,286	4,390
505D	.....	32	164	785
505TD	340	426	4,531	6,505
604	17	115	338	836
Tourist	22	16	446	279
Porsche	1,811	1,501	21,831	14,407
924	.....	.....	.....	1,677
924 Turbo	.....	2	.....	644
944	1,077	831	13,554	5,125
911SC	491	462	5,640	4,784
928	243	206	2,637	2,177
Renault	1,885	2,031	33,229	37,540
LeCar	127	943	11,148	20,107
18i	64	181	6,055	7,559
Fuego	1,694	907	16,028	9,874
Rolls-Royce	.....	.....	1,046	908
Saab	2,395	1,425	26,323	18,463
900	622	357	7,094	4,469
900S	643	304	6,622	4,055
Turbo	1,118	744	12,117	9,655
Tourist	12	20	490	284
Subaru	11,855	11,594	156,840	150,335
Toyota	51,026	46,147	555,766	530,246
Starlet	331	1,151	6,717	19,339
Corolla	14,460	13,095	143,430	175,198
Tercel	16,188	13,976	147,965	135,896
Celica	7,606	9,556	117,836	115,690
Supra	2,652	2,785	26,972	34,046
Camry	6,567	.....	52,654	.....
Corona	.....	4	12	3,109
Cressida	3,500	3,718	39,755	37,448
Land Cruiser	552	312	4,805	3,088
VanWagon	3,255	.....	8,084	.....
Hawaii	1,915	1,550	7,536	6,431
Other	.....	.....	.....	1
Volkswagen	7,858	6,246	77,009	67,345
Rabbit Convertible	690	787	9,612	8,983
Jetta	3,213	1,708	22,013	20,304
Vanagon	1,839	1,069	15,193	12,847
Quantum	1,240	1,263	16,486	11,330
Dasher	.....	11	.....	659
Scirocco	876	1,408	13,705	13,222
Volvo	5,137	3,401	88,857	72,375
DL	2,452	1,548	44,505	39,430
GL	1,144	641	16,427	11,525
GLT/Turbo	659	625	13,198	10,413
GLE	.....	116	212	2,661
DL Diesel	.....	.....	101	516
GL Diesel	192	420	4,487	6,889
Coupe	.....	.....	13	78
760 (gas)	426	.....	6,516	.....
760 TurboDiesel	224	.....	2,223	.....
Tourist	40	19	1,175	807
Grand Total	193,310	183,813	2,386,064	2,221,447

†estimate

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But November total is lowest since February

New-car registrations up 11th straight month

By Jenny L. King
Staff Writer

Registrations of new cars in the U. S. in November were up for the 11th consecutive month of 1983 though the total was lowest for any '83 month since February.

According to figures from R. L. Polk & Co., 701,448 new cars were registered in November, up 3.51 percent from 677,639 a year earlier, and off 7.31 percent from 756,795 in October, 1983. The November total was lowest for any month last year since February, when 568,663 new cars were registered.

November domestic registrations numbered 525,546, up 4.17 percent from 504,492 a year earlier. They were off 7.33 percent from the 567,107 reported in October.

Import registrations of 175,902 in November were up 1.59 percent from 173,147 a year earlier.

For readers making comparisons between present charts and those published a year ago, please note: Since September, 1983, Renault Alliance and Encore have been listed as domestic cars for both 1983 and 1982 (Alliance). Year-ago charts include the U. S.-built Renaults among captive imports and in the import totals.

• In the November marketplace, only Ford Motor Co. increased its share compared with the same month in 1982. Ford was up 2.18 percentage points, to 18.57 percent from 16.39 percent. For the month, General Motors dropped 1.43 percentage points, to 45.63 percent from 47.06 percent.

Chrysler Corp. was off 0.24 percentage points, to 8.73 percent from 8.97 percent. American Motors dipped to 1.99 percent from 2.01 percent, and miscellaneous domestics, without the support of Checker, lost their last trace of a share with less than 0.01 percent compared with 0.02 percent a year ago.

Imports were down 0.47 percentage points, to 25.08 percent from 25.55 percent.

In the domestics-only arena, GM earned 60.89 percent, down from 63.21 percent a year earlier. Ford climbed to 24.79 percent from 22.08 percent. Chrysler had 11.65 percent, down from 12.04 percent. AMC was down to 2.66 percent from 2.70 percent, and miscellaneous domestics had 0.01 percent, down from 0.03 percent.

The largest share of the market class went to U. S. intermediates in November, with their 27.28 percent of the total. Next were imports at 25.08 percent, followed by compacts at 18.15 percent, standards at 12.08 percent, subcompacts at 11.68

Continued on Page 30, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	NOVEMBER					11 MONTHS				
	Regis., Nov., 1983	Percent Share of Market	Regis., Nov., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 11 Mos., 1983	Percent Share of Market	Regis., 11 Mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	105,011	14.97	111,113	16.40	− 1.43	1,174,081	14.65	1,105,833	15.82	− 1.17
Ford	90,940	12.96	74,614	11.01	+ 1.97	923,101	11.52	802,559	11.48	+ 0.04
Oldsmobile	78,472	11.19	73,929	10.91	+ 0.28	872,159	10.88	698,664	10.00	+ 0.88
Buick	64,302	9.17	68,377	10.09	− 0.92	738,350	9.21	641,419	9.18	+ 0.03
Pontiac	48,036	6.85	41,252	6.08	+ 0.78	475,189	5.93	414,225	5.92	+ 0.01
Mercury	32,493	4.63	26,549	3.92	+ 0.65	355,258	4.43	285,469	4.09	+ 0.34
Cadillac	24,218	3.45	24,240	3.58	− 0.13	259,475	3.24	212,303	3.04	+ 0.20
Dodge	23,610	3.37	23,464	3.47	− 0.10	277,197	3.46	224,117	3.21	+ 0.25
Chrysler	20,787	2.96	16,412	2.42	+ 0.54	228,755	2.85	154,051	2.30	+ 0.65
Plymouth	16,838	2.40	20,875	3.08	− 0.68	233,933	2.92	220,518	3.16	− 0.24
American Motors	13,960	1.99	13,621	2.01	− 0.02	169,758	2.12	92,788	1.33	+ 0.79
Lincoln	6,847	0.98	9,911	1.46	− 0.48	87,900	1.10	76,827	1.10	.....
GENERAL MOTORS	320,039	45.63	318,911	47.06	− 1.43	3,519,254	43.91	3,072,444	43.96	− 0.05
FORD MOTOR CO.	130,280	18.47	111,074	16.39	+ 2.18	1,366,259	17.05	1,164,855	16.67	+ 0.38
CHRYSLER CORP.	61,235	8.73	60,751	8.97	− 0.24	739,885	9.23	598,686	8.57	+ 0.66
AMC	13,960	1.99	13,621	2.01	− 0.02	169,758	2.12	92,788	1.33	+ 0.79
IMPORTS	175,902	25.08	173,147	25.55	− 0.47	2,218,776	27.68	2,057,798	29.44	− 1.76
MISCELLANEOUS	32	.....	135	0.02	− 0.02	594	0.01	2,318	0.03	− 0.02
TOTAL	701,448		677,639			8,014,526		6,988,889		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Nu-Fuel Industries opens Nashville office

NASHVILLE. — Nu-Fuel Industries, based in Loretto, Tenn., has opened a sales and marketing division office here. The firm makes fueling systems which allow vehicles to be powered by natural gas.

Don Raymond has been named national marketing director, and Art Garrett has been appointed regional account executive.

Attendance up 22 pct. at St. Louis show

ST. LOUIS.—Attendance at this year's Greater St. Louis International Auto Show increased 22 percent over the show's 1983 attendance.

Nearly 220,000 people visited this year's show compared with 180,000 a year ago. Participating dealers sold 350 cars during the show, more than double the number sold in 1983.

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Braun Corporation
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Champion RV's
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Citation Motor Coach Corp.
Citrus Importing, Inc.
Classic Manufacturing, Inc.
Clean Seal
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Colorado Freedom Wheels
Compliment Van/Barrows Ent.
Consolidated Marketing Svcs.
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Fasnap Corporation
Fleming Sales Company, Inc.
Flexsteel Industries, Inc.
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Johnson Conversions
Keenan World of Customizing
Kellogg Mfg.
Kelsey-Hayes Co./Prod. Div.
Kanco Engineering
KM Distributing, Inc.
Koolatron Corporation
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L.A. Industries, Inc.
Latour Luxury Vans
Le Van Specialty Co., Inc.
Lone Star Mfg. Co., Inc.
Luxury Vans, Inc.
Mark III Industries, Inc.
Medallion Plastics, Inc.
Meksol Company, Inc.
Memphis Accessory Dist.
Midas Vans
National Market Reports, Inc.
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O.W. Donald Company
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Process Bonding, Inc.
Quality Seating
Ramco Industries
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RVC, Incorporated
San-Ka[illegible], Inc.
SDI Co.
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Starline Vans
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"Profitable Van Dealerships—4 Case Histories"
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But November total is lowest since February

Auto registrations rise for month

Continued from Page 29

percent and luxury models with 5.73 percent.

The November, 1982, market was divided in this manner: Intermediates at 27.93 percent, imports at 25.55 percent, compacts at 16.01 percent, standards at 12.43 percent, subcompacts at 11.78 percent and luxuries at 6.30 percent.

Of the domestics alone, 36.42 percent were intermediates in November, 24.22 percent were compacts, 16.13 percent were standards, 15.58 percent were subcompacts and 7.65 percent were luxury cars.

• Total registrations for the first 11 months of 1983 were 8,014,526, up 14.68 percent from 6,988,889 in 1982. Two years ago they added to 7,832,399, a difference of plus 2.33 percent in favor of 1983.

Year-to-date domestic registrations of 5,795,750 were up 17.53 percent from 4,931,091 in 1982 and up 3.77 percent from 5,585,001 in 1981.

Import registrations totaled 2,218,776, up 7.82 percent from 2,057,798 for the first 11 months of 1982.

Ford, Chrysler and AMC showed gains in the 11-month market, while GM and the imports lost ground. Ford was up 0.38 percentage points, to 17.05 percent from 16.67 percent. Chrysler claimed 9.23 percent, up 0.66 percentage points from 8.57 percent. AMC was up 0.79 percentage points, climbing to 2.12 percent from 1.33 percent.

GM was off 0.05 percentage points in the 11 months, dipping to 43.91 percent from 43.96 percent. Imports dropped 1.76 percentage points, to 27.68 percent from 29.44 percent, and miscellaneous domestics shriveled to 0.01 percent from 0.03 percent in 1982.

Excluding imports, GM had 60.72 percent of the market, down from 62.31 percent. Ford held 23.57 percent, down from 23.62 percent. Chrysler stood at 12.77 percent compared with 12.14 percent, AMC was up to 2.93 percent from 1.88 percent and miscellaneous domestics dropped to 0.01 percent from 0.05 percent.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
NOVEMBER, 1983 VS. NOVEMBER, 1982

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Alliance FWD	7,733	115,405	7,411	15,395
Encore FWD	3,818	9,130		
Spirit	108	4,881	821	15,788
Concord	68	9,098	1,449	21,651
Concord SW	56	4,202	666	7,861
Eagle 4WD	320	3,399	469	5,380
Eagle 4WD SW	1,597	18,122	1,927	16,723
Eagle 4WD SX4	260	5,521	878	9,990
TOTAL AMC	13,960	169,758	13,621	92,788
Chrysler Laser FWD	2,983	5,207		
LeBaron FWD	5,256	61,670	5,731	71,029
LeBaron SW FWD	922	10,452	958	7,623
E-Class/New Yorker FWD	7,632	73,572	2,453	4,556
Cordoba	173	10,286	1,341	14,138
New Yorker Fifth Avenue	3,801	66,320	5,715	54,331
Imperial	20	1,248	214	2,374
Total	20,787	228,755	16,412	154,051
Plymouth Horizon FWD	4,591	49,864	5,047	67,105
Turismo FWD	2,445	31,874	1,999	7,663
Reliant FWD	6,391	99,766	9,221	94,042
Reliant SW FWD	3,177	40,718	3,809	37,015
Gran Fury	234	11,711	799	14,693
Total	16,838	233,933	20,875	220,518
Dodge Omni FWD	4,258	44,304	4,519	57,846
Charger FWD	3,477	40,678	2,272	12,070
Daytona FWD	2,184	3,998		
Aries FWD	5,105	73,916	7,352	68,938
Aries SW FWD	3,185	32,829	3,021	30,173
600 '84/400 '83 FWD	1,652	27,148	2,434	24,299
Diplomat	613	20,303	1,833	21,779
Diplomat SW			2	72
Mirada	155	4,299	646	6,663
600 FWD	2,981	29,722	1,385	2,277
Total	23,610	277,197	23,464	224,117
TOTAL CHRYSLER CORP.	61,235	739,885	60,751	598,686
Ford Escort FWD	18,022	219,869	20,021	228,439
Escort SW FWD	5,632	73,537	7,133	72,820
EXP FWD	645	19,368	3,240	34,767
Fairmont	316	46,537	10,461	112,783
Fairmont SW			18	2,040
Tempo FWD	20,081	99,428	4	6
Granada			3,175	58,693
Granada SW			1,386	32,599
LTD	10,897	104,911	4,955	6,694
LTD SW	4,225	42,269	1,536	1,967
LTD '82			1,539	43,248
LTD Crown Victoria	6,255	86,490	6,392	44,761
LTD Crown Victoria SW	1,612	18,627	1,549	18,456
Mustang	10,192	103,519	10,463	104,953
Thunderbird	13,063	108,546	2,742	40,333
Total	90,940	923,101	74,614	802,559
Lincoln Town Car	4,551	52,519	4,929	34,647
Mark VI and VII	1,518	23,412	2,600	22,784
Continental	778	11,969	2,382	19,396
Total	6,847	87,900	9,911	76,827
Mercury Lynx FWD	4,201	57,028	5,107	68,076
Lynx SW FWD	1,116	15,814	1,611	18,797
LN7 FWD	124	4,842	843	11,547
Capri	2,035	20,896	2,909	26,928
Zephyr	67	13,288	3,448	36,176
Zephyr SW			5	809
Topaz FWD	5,269	28,875		
Cougar '82			1,373	27,507
Cougar '82 SW			450	12,859
Marquis '83/'84	4,381	44,148	1,760	2,170
Marquis '83/'84 SW	1,109	14,430	1,097	1,460
Marquis '82			250	7,136
Marquis Brougham '82			379	14,290
Grand Marquis	5,412	74,005	5,397	34,285
Grand Marquis SW	850	11,051	914	8,601
Cougar '83/'84/XR7	7,929	70,881	1,006	14,828
Total	32,493	355,258	26,549	285,469
Lincoln Mercury Division Total	39,340	443,158	36,460	362,296
TOTAL FORD MOTOR CO.	130,280	1,366,259	111,074	1,164,855

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	6,876	90,825	11,795	131,499
Skyhawk FWD	4,469	55,905	4,927	38,794
Skyhawk SW FWD	559	9,337	263	372
Century FWD	13,809	129,371	11,151	82,776
Century SW FWD	94	114		
Regal	15,872	195,968	18,736	189,266
Regal SW	244	11,819	1,187	13,036
LeSabre	9,835	114,643	8,514	82,619
Electra	6,419	69,119	5,923	51,332
Electra FWD		150		
Buick SW	1,305	16,613	1,325	13,281
Riviera FWD	4,820	44,486	4,556	38,444
Total	64,302	738,350	68,377	641,419
Cadillac DeVille	9,789	113,722	11,287	97,612
DeVille FWD	4	103		
Cimarron FWD	1,390	17,384	1,282	11,407
Fleetwood & Chas.	3,939	38,077	3,699	33,793
Fleetwood FWD		33		
Eldorado FWD	6,037	61,814	5,520	49,424
Seville FWD	3,059	28,342	2,452	20,067
Total	24,218	259,475	24,240	212,303
Chevrolet Chevette	12,856	158,334	20,226	211,734
Camaro	14,666	158,384	14,349	155,518
Cavalier FWD	17,029	159,709	8,524	81,367
Cavalier SW FWD	6,260	61,774	2,722	23,712
Citation FWD	4,913	84,830	15,861	168,660
Malibu	1,154	43,182	4,729	59,600
Malibu SW	637	41,098	4,448	37,932
Celebrity FWD	17,062	147,598	11,747	82,639
Celebrity SW FWD	230	233		
Monte Carlo	9,362	89,808	9,063	87,265
Impala	3,217	41,545	3,229	46,139
Caprice	10,726	112,793	10,530	91,804
Chevrolet SW	4,710	51,509	4,008	39,935
Corvette	2,189	23,284	1,677	19,528
Total	105,011	1,174,081	111,113	1,105,833
Oldsmobile Omega FWD	2,611	45,504	6,186	65,878
Firenza FWD	2,275	28,516	2,816	23,063
Firenza SW FWD	867	11,331	232	308
Cutlass Ciera FWD	17,159	163,221	13,411	96,120
Cutlass Ciera SW FWD	433	439		
Cutlass Supreme/Calais	25,748	270,165	22,375	233,674
Cutlass SW	262	17,319	1,767	18,168
Delta 88	13,829	175,814	13,379	139,356
98	9,728	102,391	8,658	75,410
98 FWD		23		
Oldsmobile SW	2,069	23,050	1,714	17,720
Toronado FWD	3,491	34,386	3,391	28,967
Total	78,472	872,159	73,929	698,664
Pontiac 1000	2,237	31,029	4,134	44,838
Firebird	7,398	81,322	8,823	86,437
2000 FWD	5,703	65,082	3,969	42,696
2000 SW FWD	848	11,134	731	7,407
Phoenix FWD	1,346	22,945	4,058	43,644
Bonneville	6,136	61,700	5,137	53,593
Bonneville SW	377	12,555	1,163	13,045
6000 FWD	8,373	79,010	6,806	44,709
6000 SW FWD	82	83		
Grand Prix	6,271	79,542	6,387	73,774
Catalina			7	451
Bonneville '81 Parisienne	1,151	5,633	15	1,690
Bonneville Bgm. '81/Paris Bgm.	1,659	10,229	17	1,472
Pontiac SW	978	4,372	5	469
Fiero	5,477	10,553		
Total	48,036	475,189	41,252	414,225
TOTAL GM CORP.	320,039	3,519,254	318,911	3,072,444
Checker	2	249	113	2,023
Miscellaneous Domestic	32	594	135	2,318
Domestic Station Wagon Total	43,436	554,831	45,647	455,260
Domestic Grand Total	525,546	5,795,750	504,492	4,931,091
Import Total	175,902	2,218,776	173,147	2,057,798
Grand Total All Registrations	701,448	8,014,526	677,639	6,988,889

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma, delayed for New York.

GMAC picks Thomas for overseas borrowing

DETROIT. — Geoffrey C. Thomas has been appointed director of overseas and Canadian borrowings for General Motors Acceptance Corp.

Thomas joined GMAC in Melbourne, Australia, in 1961. He has been assistant director of overseas and Canadian borrowings, treasurer of General Motors-Holden's, and director of finance for Convesco, a GM-Isuzu joint venture in Russelsheim, West Germany. He has been on special assignment for GMAC in Brussels, Belgium, since 1983.

80 Olds dealers mark $1.35 million for sales drive

The "Sunshine Olds Network," a group of 80 Oldsmobile dealers throughout Florida and south Georgia, is running a $1.35 million promotional campagin during February and March in an effort to sell 10,000 new Oldsmobiles.

The Feb. 2-March 17 effort, largest of its kind for the group, is called the "Top 45 Sales Rally" in line with its 45-day duration.

Skirboll & Garber Advertising, Pittsburgh, the group's agency, developed a series of six TV commercials, which are being linked to a national effort by Oldsmobile, "The Olds Sales Rally."

Ad budget for the dealers exceeds $1.25 million.

Along with the ad plan, Skirboll & Garber developed a $100,000 sales promotion contest and awards dinner for the "Sunshine" group's salespeople and sales managers. The contest offers more than $50,000 in cash prizes.

An awards dinner will be held March 31 at the Hyatt Hotel in Orlando, Fla., for salespeople and their spouses.

Skirboll & Garber handles a number of Olds groups, comprising some 200 dealers in 17 markets.

Chrysler-Mexico builds 500,000th car at Toluca

TOLUCA, Mexico. — Chrysler de Mexico has begun business in 1984 with "optimism and confidence," according to managing director Jerome B. York.

The firm's 15-year-old assembly plant here has turned out car number 500,000. York said that passing the half-million mark in car production and the production of the 1.5-millionth engine last November strengthens Chrysler goals for this year.

Export plans call for shipment of 4,400 vehicles to the Caribbean, Asia and the Middle East, with total exports, including engines, to generate an income of $430 million.

The Toluca assembly plant has the capacity to produce a complete unit every two minutes.

factories list auction dates

American Motors

Feb. 14—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Feb. 15—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

Feb. 16—Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Feb. 17—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Feb. 21—Aptco Auto Auction, Taylor, Mich.

Model breakdown
Auction Averages

	FEBRUARY TO DATE	JANUARY	DECEMBER
1984	$10,473	$10,118	
1983	8,743	8,110	$ 9,683
1982	6,269	6,338	6,445
1981	4,831	5,279	5,414
1980	4,495	4,239	4,734
1979	3,012	3,902	3,995
1978	2,458	2,589	2,959
1977	1,767	1,999	1,895
Overall Average	$4,967	$ 5,359	$ 4,308

Feb. 22—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Feb. 23—Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Feb. 24—Concord Auto Auction, Acton, Mass.

Feb. 28—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Feb. 29—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

Ford Motor Co.

Feb. 14—Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Dallas, Tex.

Feb. 15—Brasher's Southern California Auto Auction, Fontana, Calif., and Northway Exchange, Clifton Park, N. Y.

Feb. 21 — Harrisonburg Auto Auction, Harrisonburg, Va.

Feb. 22—Concord Auto Auction, Acton, Mass.

Feb. 23—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

Feb. 28—Aptco Auto Auction, Taylor, Mich.

Feb. 29 — Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 1—Skyline Auto Exchane, Fairfield, N. J.

General Motors

Feb. 14—Southern Auto Auction, East Windsor, Conn.

Feb. 15—Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 16—Nashville Auto Auction, Nashville, Tenn.

Feb. 22—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Feb. 23 — Indianapolis Auto Auction, Indianapolis, Ind.

Feb. 29—Arena Auto Auction, Chicago, Ill., and Atlanta Auto Auction, Red Oak, Ga.

March 5—Florida Auto Auction of Orlando, Orlando, Fla.

March 7—Brasher's Auto Auction, Fontana, Calif.

March 8—Aptco Auto Auction, Taylor, Mich., and Dallas Auto Auction, Dallas, Tex.

March 13—South Seattle Auto Auction, Kent, Wash., and Ohio Auto Auction, Columbus, O.

March 14—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

March 15 — Nashville Auto Auction, Nashville, Tenn.

March 20 — Southern Auto Auction, E. Windsor, Conn.

March 21—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 28—Arena Auto Auction, Chicago, Ill., and Clanton's Auto Auction, Darlinton, S. C.

March 29—Butler Auto Auction, Gibsonia, Pa.

Used Car Sales
Auction Averages

February to date	$4,967
Month ago	$5,244
Year ago	$4,744

Winner of Subaru in sweepstakes

James McCreadie, second from right, of Downey, Calif., won a new 1984 Subaru in the St. Jude Foundation's California Fall Sweepstakes. Presenting the car are Nicholas Shammas, left, of Downtown L.A. Subaru, and James C. Welsh, general manager of Subaru of Southern California, donors of the car, and John Kelleher, Los Angeles area director of St. Jude Children's Research Hospital.

used-car auction directory

Display Rates: $68.50 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $21.50; 13 times, $20.00; 26 times, $18.00; 52 times, $15.00. For Frequency Display Rates contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 12 days in advance. Next closing: Feb. 15 for Feb. 27 issue.

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January's industry total pass 583,000

Domestics lead new-car sales surge

Continued from Page 6

standards, 9.75 percent, and luxury models, 8.11 percent.

Late-January domestic sales, up 64.26 percent, were a combination of increases for all the major auto makers. Chrysler paced the group with its 74.83-percent climb. Ford was up 67.66 percent, GM was up 59.15 percent, VW was up 48.26 percent, AMC was up 36.58 percent and Honda had no year-ago 10-day report.

Ford captured 23.51 percent of the Jan. 21-31 domestic market, Chrysler had 12.26 percent, GM had 59.98 percent, AMC had 2.44 percent, VW had 1.48 percent and Honda had 1.33 percent.

DOMESTIC CAR SALES

	Jan. 21 to Jan. 31, 1984	Same Period, 1983	January, 1984	Same Month, 1983
Alliance	.....	.....	7,480	9,348
Encore	.....	.....	4,843	.....
Renault	.....	.....	12,323	9,348
Spirit	.....	.....	.....	635
Concord	.....	.....	.....	1,636
Eagle	.....	.....	1,948	2,346
AMC	.....	.....	1,948	.....
AMERICAN MOTORS*	6,146	4,500	14,271	13,965
Horizon	2,622	795	6,229	2,369
Turismo/TC3	1,241	630	2,977	1,690
Reliant	5,331	3,760	12,188	10,302
Plymouth	311	526	643	976
Total Plymouth	9,505	5,711	22,037	15,337
Laser	1,893	.....	3,947	.....
LeBaron K	2,855	1,760	6,358	4,451
Cordoba	31	346	85	744
New Yorker Fifth Avenue	2,098	1,905	4,814	4,843
E-Class	1,269	786	2,548	3,302
Chrysler	1,653	199	3,904	318
Total Chrysler	9,799	4,996	21,656	13,658
Total Imperial	.....	56	.....	118
Omni	2,410	670	5,514	2,012
Charger/024	1,498	688	3,359	1,925
Daytona	1,534	.....	3,221	.....
Aries	3,950	3,145	8,997	8,665
600 Coupe/400	666	781	1,419	1,667
Diplomat	238	792	540	1,548
Mirada	67	149	159	311
Dodge 600	1,216	677	2,489	1,864
Total Dodge	11,579	6,902	25,698	17,992
CHRYSLER CORP.	30,883	17,665	69,391	47,105
EXP	600	465	1,408	1,238
Escort	10,802	9,128	25,388	21,218
Mustang	4,937	3,056	10,561	7,751
Tempo	8,316	.....	18,666	.....
Fairmont	.....	3,095	.....	9,812
Granada	.....	316	.....	983
Thunderbird	4,783	144	11,808	466
LTD '83	6,159	3,963	14,366	11,312
Ford Crown Victoria	4,179	3,283	10,352	8,708
Ford Division	39,776	23,450	93,549	61,488
LN7	.....	169	.....	416
Lynx	2,099	2,377	4,939	5,449
Topaz	2,353	.....	5,394	.....
Zephyr	.....	944	.....	2,813
Cougar/Monarch	.....	122	.....	324
XR-7	3,257	67	7,842	188
Capri	918	677	1,726	1,706
Marquis '83	3,264	1,542	7,275	4,128
Mercury Grand Marquis	3,573	3,228	8,655	7,931
Total Mercury	15,464	9,126	35,831	22,955
Continental	708	633	1,726	1,638
Lincoln	1,610	1,393	3,608	3,757
Mark VII	1,697	740	4,508	1,951
Total Lincoln	4,015	2,766	9,842	7,346
L-M Division	19,479	11,892	45,673	30,301
FORD MOTOR	59,255	35,342	139,222	91,789
Skyhawk	3,171	1,608	6,484	4,512
Skylark	3,038	2,418	7,139	6,469
Century FD	7,109	3,047	15,091	8,174
Regal Sedan/Coupe	7,062	6,663	16,098	15,798
LeSabre	5,727	3,538	12,568	8,750
Electra	3,041	1,793	6,676	4,681
Riviera	2,057	1,285	4,494	3,533
Buick Division	31,205	20,352	68,550	51,917
Cimarron	634	444	1,578	1,393
Seville	985	645	2,753	1,817
Cadillac	4,968	4,240	14,332	11,083
Eldorado	1,912	1,612	5,340	4,337
Cadillac Division	8,499	6,941	24,003	18,630
Chevette	7,079	4,182	15,248	12,988
Cavalier	11,572	4,341	24,963	11,641
Citation	2,801	3,046	6,013	9,266
Camaro	5,665	3,993	12,979	11,142
Celebrity	10,438	3,726	22,506	9,915
Malibu	136	2,804	329	7,802
Monte Carlo	4,445	2,405	10,650	7,157
Chevrolet	8,718	5,153	19,423	14,333
Corvette	1,090	341	2,218	998
Chevrolet Division	51,944	29,991	114,329	85,242
Firenza	1,638	1,006	4,159	2,837
Omega	1,295	1,235	3,243	3,570
Cutlass Ciera	7,691	3,573	19,258	10,496
Cutlass/Supreme	12,207	8,451	28,358	23,653
Olds 88	7,555	5,945	19,789	16,356
Olds 98	4,092	2,750	10,279	8,168
Toronado	1,429	889	3,299	2,725
Oldsmobile Division	35,907	23,849	88,385	68,005
Fiero	3,747	.....	8,043	.....
1000	851	1,040	2,142	2,590
2000/Sunbird	3,162	1,648	7,766	4,221
Phoenix	457	902	1,128	2,311
Firebird	2,793	2,455	6,556	6,256
6000	3,982	1,763	9,055	4,626
Bonneville	2,248	2,106	5,474	5,125
Grand Prix	2,291	2,352	5,590	5,547
Parisienne	1,560	.....	3,658	.....
Pontiac Division	21,091	12,266	49,412	30,676
GENERAL MOTORS	148,646	93,399	344,679	254,470
VOLKSWAGEN	3,739	2,522	7,219	5,564
HONDA	3,351	.....	8,647	1,247
DOMESTIC TOTAL	252,020	153,428	583,429	414,140
IMPORT TOTAL	.....	.....	195,129	181,585
INDUSTRY TOTAL	.....	.....	788,558	595,725

*—AMC does not issue a nameplate breakdown for 18-day periods.

Classified Want Ads

CARS WANTED

NEW
TOYOTAS
WANTED
List Price Paid
CARS & 4x4 TRUCKS
Call DENIS DAGGER
SOUTH SHORE TOYOTA
AMITYVILLE, NEW YORK
516-789-2700

WANTED MERCEDES-BENZ: 450 SL, 450 SEL, 450 SLC. We'll pick up anywhere, cash waiting. Call: 313-548-8911.

MAZDAS
WE PAY HIGHEST PRICES
OVER INVOICE
Call
DELRAY MAZDA
Ask for BOB SARRA
305-278-7800

LIMOUSINES WANTED—Cadillac and Lincoln. With or without divider. Condition unimportant. Cash waiting. 313-548-8911.

TOYOTAS WANTED
With or without RDR
ALL MODELS
Call: Frank Cuteri
412-351-6401

NEW TOYOTAS WANTED
HIGHEST PRICES
PAID OVER LIST!
Call Mr. Perretti
STATELINE TOYOTA
RAMSEY, NEW JERSEY
(201) 825-2700

WANTED: JAGUARS: XJS - XKE - XJ6L - XJ12L. We'll pick up anywhere, cash waiting. Call 313-548-8911.

WE NEED
DATSUNS
ALL MODELS
TOP DOLLAR PAID
New Dealer in Worthington, Ohio needs to build travel rate.
Will pickup within a 300 mile radius.
Call for Tom
DATSUN/NORTH
614-846-8100

Chrysler, Ford spark gain

U.S. dealer total rises for first time since '55

Continued from Page 1

jumps of 99 for Mercury, 81 for Ford and 74 for Lincoln. Renault (Alliance/Encore) added 34 franchises.

Four of the five GM car divisions showed gains: 40 for Oldsmobile, 35 apiece for Buick and Pontiac and 20 for Cadillac.

Only three domestic lines reported declines. Chevrolet was off 40, Volkswagen dipped 28 and AMC (Eagle) was down 17. Imperial is no longer being produced, so its 425 franchises faded away.

The huge gain in franchises and the small gain in dealerships means that there is a lot more dualing in the industry — both intracorporate and intercorporate.

Intracorporate duals are those which combine car lines produced by the same manufacturer, like Chevrolet-Oldsmobile or Ford-Mercury.

Intercorporate duals are those involving cars made by different corporations, i.e., AMC-Pontiac.

• Although GM's car-dealer total dipped 120 last year, the corporation could find considerable solace in the figure. It was GM's smallest drop since 1978, and it compared with a drop of 495 outlets in 1982.

GM lost 75 dealers in the first half of 1983 and 45 in the second half. The fourth-quarter slip of 20 was GM's smallest since the second quarter of 1979.

Franchise totals for the five makes at the beginning of this year were: Chevrolet, 5,155; Oldsmobile, 3,175; Pontiac, 2,980; Buick, 2,945, and Cadillac, 1,595. Chevrolet's total is the highest in the industry.

The GM dealership count of 10,040 includes only car outlets. Adding GMC Truck, the corporate total is 10,685.

Chrysler Corp. had a lot to do with the industry's overall rise in 1983 as it posted a net gain of 227 outlets. The company opened this year with 3,864 car dealers, up from 3,637 at the beginning of 1983.

As noted, it was Chrysler's best showing since 1965, and it capped three years of improvement after 1980's horrendous loss of 596 retail outlets. Chrysler trimmed the falloff to 139 in 1981 and to 47 in 1982.

The 1983 gain was a full-year affair with quarterly upturns of 27-61-73-66 for the total of 227.

Franchise totals at the beginning of this year were Chrysler, 2,888; Plymouth, 2,831, and Dodge, 2,744.

In addition to its 3,864 car dealerships, Chrysler has eight others that handle only Dodge trucks. They are not included in the corporate car-dealership total or the Dodge car-franchise total.

Ford Motor Co. opened this year with 5,508 car dealerships, up 94 from the year-earlier total of 5,414. The gain was a pleasantly sharp contrast to losses of 553 in 1980, 276 in 1981 and 271 in 1982.

Ford had a decline of 11 outlets in the first quarter and then posted advances of 21-30-54 in the next three periods.

The company registered modest gains in its dealer count in 1973 (37) and 1977 (6), but the 1983 upswing was the biggest since the Edsel buildup of 1957. Edsel, incidentally, brought a net increase of some 700 outlets that year.

The company's franchise figures on Jan. 1, 1984, were Ford, 4,677; Mercury, 2,680, and Lincoln, 1,552.

In addition to its 5,508 car dealerships, Ford Motor has 106 that handle only Ford heavy-duty trucks. They are not included in the corporate car-dealership total or Ford Division's car-franchise total.

American Motors-Renault opened this year with 1,526 dealerships, down 63 from 1,589 at the beginning of 1983. The decline was the result of increased dualing between the two makes, since franchise totals were reasonably steady.

The Renault franchise count rose 34 to 1,356, while AMC's dipped 17 to 1,440.

An estimated 1,270 of the 1,526 dealerships handle both AMC and Renault. The dual figure is up from a year ago when it was 1,190 of 1,589.

There are 764 AMC duals with Big Three makes. Some 85 to 90 percent of them also handle Renault.

Volkswagen had 906 dealers on Jan. 1, down 28 from 934 a year earlier. VW has an estimated 135 duals with other domestic makes.

In the table accompanying this article, all VW dealerships are listed as "exclusives within corp." That's because Volkswagen of America produces only one line of domestic cars. The dealerships also handle VW imports and many have Audi and/or Porsche, which are imported by VWoA. But this is a census of domestic dealers.

RETAIL OUTLETS

U. S. CARS, 1947-1984

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.66
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	−6.87
Jan. 1, 1982	21,680*	−0.41
Jan. 1, 1983	20,799**	−4.06
Jan. 1, 1984	20,841**	+0.20

*—Jan. 1, 1982 and subsequent totals include Volkswagen.

**—Jan. 1, 1983, and subsequent totals include Renault.

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RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS 1984 VS. 1983

	Jan. 1, 1984				Jan. 1, 1983			
	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS-RENAULT	256	2,540	2,796	1,526	399	2,380	2,779	1,589
AMC	170	1,270	1,440		267	1,190	1,457	
Renault	86	1,270	1,356		132	1,190	1,322	
CHRYSLER CORP.	976	7,487	8,463	3,864	970	7,199	8,169	3,637
Chrysler	0	2,888	2,888		0	2,665	2,665	
Dodge	963	1,781	2,744		955	1,537	2,492	
Imperial	0	0	0		0	425	425	
Plymouth	13	2,818	2,831		15	2,572	2,587	
FORD MOTOR CO.	2,846	6,063	8,909	5,508	2,853	5,802	8,655	5,414
Ford	2,827	1,850	4,677		2,832	1,764	4,596	
Lincoln	0	1,552	1,552		0	1,478	1,478	
Mercury	19	2,661	2,680		21	2,560	2,581	
GENERAL MOTORS	5,310	10,540	15,850	10,040	5,500	10,260	15,760	10,160
Buick	745	2,200	2,945		780	2,130	2,910	
Cadillac	255	1,340	1,595		260	1,315	1,575	
Chevrolet	3,090	2,065	5,155		3,185	2,010	5,195	
Oldsmobile	640	2,535	3,175		660	2,475	3,135	
Pontiac	580	2,400	2,980		615	2,330	2,945	
VOLKSWAGEN	906	0	906	906	934	0	934	934
TOTALS	10,294	26,630	36,924	21,840	10,656	25,641	36,297	21,734
Minus Intercorporate Duals				1,003				935
NET DEALERS				20,841				20,799

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Attendance up, workshops jammed, optimism abounds

NADA parley: Boomtime in Dallas

Continued from Page 1

the association. James P. Jennings, the incoming president, assigned top priority to H.R. 1415, the anti-fleet subsidy measure.

"We have nearly 200 co-sponsors for this bill, nearly half of the House of Representatives," Jennings said. NADA will lead the fight to get the bill passed, he said, "but it will take the active support of all dealers to make it law."

The bill, he said, is good for dealers and consumers alike.

"It stands for fairness and it deserves to be passed," he said.

• Other goals for 1984 as listed by Jennings included a continuing fight against domestic-content legislation, support for the Dingell odometer bill as well as another Dingell bill which would provide federal incentives to states which enact mandatory belt-use laws.

Domestic-content laws are bad for everyone, Jennings said. Dealers, manufacturers, importers and customers all would suffer, he said.

Such laws, he said, "lead to higher prices and reduced product availability."

"Domestic-content requirements are all cost and no benefit," Jennings said.

The odometer proposal backed by NADA would provide incentives for states to create a series of cross-checks in the titling process. These cross-checks would allow the authorities to trace vehicle odometer readings, identify violators and prosecute more easily.

"We need this bill if we are to succeed in improving our credibility in the used-car market," Jennings said.

• In promising support for seat-belt legislation, Jennings said NADA will launch a program for dealers to become actively involved at the local level in the effort to increase seat-belt usage.

Dealers, he said, should have a leadership role in promoting seat-belt use.

Turning to factory-dealer relations, Jennings said the era of "shouting and table-pounding" has passed and there is "a new feeling of mutual respect."

"As the marketplace continues to improve," Jennings said, "we must be certain not to repeat mistakes of the past."

He singled out overdealering as a target and said NADA will continue to press for dealer input in the market planning process.

NADA will "work harder than ever before" at listening, he said. Officers, regional vice presidents and directors have already been asked to attend more state conventions and dealer meetings, he said.

"We are going to make a real effort to strengthen our communications with individual members," he said. Communications, he said, would be this year's watchword at NADA.

In the convention's opening session, Transportation Secretary Elizabeth Dole thanked dealers for their efforts to revive the national economy and to improve highway safety.

Dole, the highest ranking woman in the Reagan administration, said, "We realize your industry is at the heart of our economy.

"We will work with you to enhance safety while remaining sensitive to the burdens of regulation."

Outlining her department's 1985 fiscal request, she said it included an increase to $238 million for NHTSA. At the same time, she said that new regulations requiring high-mounted stoplights (similar to those in use on some cars prior to World War II) are the first car regulations in some time.

"They work and they are cost-effective," she said.

Dole reminded many here of a person who is running for office. She is, indeed, politically aware and skilled at replying to questions in a way that seems to be an answer but really isn't.

In the best political tradition, she brought news of federal money for the local area. Dallas, she said, will receive a transit grant of more than $5 million to "rehabilitate" 104 transit buses. Neighboring Fort Worth, she said, will get a grant for $425,000 to help finance the purchase of three buses to provide service between downtown and the airport.

In the closing session, NADA's new slate was installed along with Jennings. They are: William Symes, first vice president; Robert Burd, secretary, and Anthony Ursomarso, treasurer.

• An interesting survey of dealers was conducted on the convention's opening day by Market Facts, Inc. The survey found that 96 percent of dealers questioned expected profits this year. Some 71 percent said they believed the trend to larger cars will continue.

Of those surveyed, 89 percent had fewer than 100 employes and 81 percent have been in business more than 10 years.

The closing session was addressed by James Kilpatrick, the conservative syndicated newspaper columnist.

Kilpatrick predicted that Republicans will lose the Senate by one or two seats this fall.

The public's perception of the recovery will play a big role in determining who wins elections, he said.

If the perception is that inflation is under control, unemployment is down and auto sales are up, President Reagan will be reelected. If the economy appears to be getting worse, "almost any Democrat" could win, he said.

The convention was capped Tuesday evening by the DEAC Diamond Dinner. The $85-a-ticket affair was entertained by the Tex Beneke orchestra.

State recognition awards were presented during the banquet.

Said William Hancock Jr., DEAC chairman, "Our state DEAC teams are the key to our success. Our purpose is to elect the best people — those with open minds.

"The campaign funds we give are simply an effective calling card which only helps ensure that dealer concerns are heard.

"But you must have money to give. And that's where our state teams do such a super job."

It's the 14th floor for Reuss, Stempel

DALLAS. — The more things change, the more they stay the same.

Robert C. Stempel and Lloyd E. Reuss, key figures in the General Motors reorganization plan, have moved out of the GM building to offices in Detroit's Renaissance Center.

The new offices are on the 14th floor.

Month's total of 661,841 tops 1983 by 52 pct.

January car output is 5-year high

By Joe Wilssens
Staff Writer

Domestic auto makers wrapped up the first month of 1984 with their best total for the period in five years.

U. S. manufacturers produced 661,841 autos, the most for January since 786,839 were assembled in 1979. Last month's total was up 51.99 percent from 435,455 built in the comparable month last year.

January breakdown by company was: General Motors, 60.10 percent; Ford Motor, 19.60 percent; Chrysler Corp., 15.17 percent; American Motors, 2.18 percent; Volkswagen of America, 1.50 percent, and Honda, 1.45 percent.

Last week, auto makers scheduled 160,978 units, down 7.02 percent from 172,272 assembled in the previous week, but 36.40 percent better than the year-ago output of 118,025.

To date this year, 946,490 cars have been completed, leading the year-ago output of 642,927 for the period by 47.22 percent.

Ford's Kansas City facility was idle last week to adjust inventory.

GM scheduled overtime at six assembly plants last week. GM's Detroit plant added extra daily hours while plants at Fairfax (Ga.), Flint, Framingham (Mass.), Janesville (Wis.) and Oklahoma City worked two additional shifts Saturday (Feb. 11).

Chrysler scheduled overtime at four plants last week. The company's Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 plants were scheduled for two daily 9-hour shifts while the Newark facility's schedule also included two 8-hour Saturday shifts. Chrysler's Jefferson point was scheduled for two 8½-hour daily shifts.

Domestic new-car inventory grows, but holds at 63 days

Continued from Page 8

figures by market class were: Subcompact, 65; compact, 69; intermediate, 64; standard, 51, and luxury, 39.

The Feb. 1 domestic inventory was divided this way among the market segments: Subcompact, 19.21 percent; compact, 27.36 percent; intermediate, 34.50 percent; standard, 11.32 percent, and luxury, 7.61 percent.

The Feb. 1 days-supply figures by market class were:

Subcompact — Fiero, 18; Accord, 19; Horizon, 54; Escort, 60; Chevette, 63; Rabbit, 72; Turismo, 79; Laser, 79; Omni, 82; Lynx, 84; Daytona, 92; EXP, 94; Pontiac 1000, 96; Alliance, 97; Encore, 97, and Charger, 101.

Compact — Cavalier, 60; LeBaron, 65; Reliant, 67; Mustang, 67; Tempo, 76; Eagle, 76; Aries, 78; Camaro, 79; Firebird, 85; Dodge 400, 90; Pontiac 2000 Sunbird, 91; Skyhawk, 93; Topaz, 93; Cimarron, 98; Firenza, 99½, and Capri, 104.

Intermediate — Cutlass Ciera, 40; Century, 49; Pontiac 6000, 50; Marquis, 50; Malibu, 50; Cutlass Supreme, 51; Regal, 55; E Class, 55½; Celebrity, 56; LTD, 57; New Yorker E, 79; Bonneville, 84; Thunderbird, 85; Citation, 91; Cougar, 93; Grand Prix, 94; Omega, 96; Skylark, 98; Monte Carlo, 98; Dodge 600, 100; and Phoenix, 116.

Standard — Olds 88, 37; Gran Fury, 49; LeSabre, 52; Diplomat, 57; Grand Marquis, 58; Chevrolet, 63; Crown Victoria, 65, and Parisienne, 86½.

Luxury—Olds 98, 31; Lincoln, 35; Eldorado, 37; Electra, 42; Cadillac, 43; Corvette, 49; Seville, 51; Continental, 51; Toronado, 53; Riviera, 58, and Mark VII, 61.

NADA rolls post gain of 204 in '83

DALLAS. — NADA increased membership by 204 last year, the first annual gain since 1978, outgoing president William Turnbull told the winter meeting of the Automotive Trade Assn. Managers here.

In January alone, he said, 184 dealers joined NADA. Goal for this year, he said, is for NADA to reach 19,000 members.

Leading ATAM in 1984 are William F. Morie, Georgia, president; Richard K. Welte, Buffalo, vice president; B. Wade Isaacs, North Carolina, secretary-treasurer, and Keith W. Howard, North Dakota, immediate past president.

Truck producers have best month since June, 1979

Truck production in the U. S. climbed to 257,386 units for January, double the 128,563 produced in the year-ago month and the best monthly output since 292,897 trucks were assembled in June, 1979.

Truck manufacturers slated production of 60,849 units last week, 103 units above the previous week's 60,746 and 51.60 percent better than the 40,140 assembled in the comparable 1983 week.

Year-to-date, there have been 350,286 trucks produced, up a substantial 70.11 percent from 205,922 produced during the same period last year.

General Motors scheduled one shift of Saturday (Feb. 11) overtime at Detroit and two shifts at Janesville (Wis.) and Pontiac.

Ford Motor scheduled Saturday overtime at its Kansas City plant.

Output climbs to 5-year peak in Canadian plants

Canadian auto and truck producers completed the first month of assembly in 1984 with the highest totals for January since 1979.

Last month, auto makers posted production at 90,437, a gain of 23.30 percent over the 1983 total of 73,345 and the best January total since 99,731 autos were completed in the first month of 1979.

Last week, auto makers slated production of 23,570 units, 17.01 percent better than the prior week's 20,143 and 72.22 percent ahead of 13,686 produced in the year-ago week.

To date this year, the manufacturers have built 122,769 autos, 20.57 percent higher than the 1983 total of 101,825 produced during the same period.

Truck output in Canada climbed to 66,340 units for January, 88.16 percent greater than the 35,257 trucks built in January, 1983, and the best first-month total since 75,002 trucks were built in 1979.

Truck assembly last week was estimated at 16,727, down 252 units from the previous week's 16,979 but 64.21 percent better than 10,186 produced in the year-ago week.

So far this year, truck assembly has reached 92,717, an impressive 82.41 percent improvement from 50,827 units completed in the first six weeks of 1983.

Chrysler Corp. estimated assembly of 2,201 Dodge Caravans and 2071 Plymouth Voyagers at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 20,296. No Mini Ram Vans were scheduled at the plant last week.

U. S. CAR PRODUCTION

	Week Ended Feb. 11, 1984	Week Ended Feb. 12, 1983	Week Ended Feb. 4, 1984	Jan. Total	Jan. 1 to Feb. 12, 1983	Jan. 1 to Feb. 11, 1984
AMERICAN MOTORS	4,800	3,914	4,837	14,411	20,691	22,103
AMC Total	.....	834	.....	.....	2,457	.....
Eagle	.....	834	.....	.....	2,457	.....
Renault Total	4,800	3,080	4,837	14,411	18,234	22,103
Alliance	2,400	3,080	2,466	7,291	18,234	11,022
Encore	2,400	.....	2,371	7,120	.....	11,081
CHRYSLER CORP.	23,900	15,422	28,591	100,385	71,124	142,296
Plymouth Total	7,400	5,729	8,793	30,538	25,592	43,695
Horizon	3,000	2,081	3,565	11,469	7,420	16,807
Reliant	3,800	3,592	4,594	17,148	17,891	24,031
Caravelle†	100	56	114	764	281	919
Gran Fury	500	.....	520	1,157	.....	1,938
Chrysler Total	7,800	3,311	9,068	32,196	17,802	44,973
LeBaron	2,500	1,530	2,977	9,627	9,486	14,146
Laser	1,400	.....	1,820	7,333	.....	8,964
Chrysler E-Class	1,900	1,781	2,297	8,473	8,316	11,904
Fifth Avenue	2,000	.....	1,974	6,763	.....	9,959
Dodge Total	8,700	6,382	10,730	37,651	27,730	53,628
Omni	2,600	2,101	3,362	10,175	8,060	15,107
Aries	3,200	2,861	3,717	13,508	13,081	19,179
Daytona	1,100	.....	1,310	5,942	.....	7,934
Dodge 400	.....	523	.....	.....	3,015	.....
Dodge 600	1,500	897	1,890	6,743	3,574	9,512
Diplomat	300	.....	451	1,283	.....	1,896
FORD MOTOR	25,734	32,057	30,197	129,747	141,359	176,454
Ford Division	16,862	21,834	20,288	85,151	87,550	116,618
Escort	6,913	5,954	7,363	25,561	20,430	37,062
Fairmont	.....	2,845	.....	.....	18,108	.....
Mustang	.....	3,367	2,005	9,278	11,363	11,283
LTD	4,879	4,178	4,923	20,011	20,339	28,023
Thunderbird	357	3,599	3,972	10,937	10,540	15,154
Crown Victoria	3,623	1,891	1,446	7,237	6,452	11,718
EXP	1,090	.....	579	3,544	318	4,795
Tempo	.....	.....	.....	8,583	.....	8,583
L-M Division	8,872	10,223	9,909	44,596	53,809	59,836
Mercury Total	6,044	8,141	7,309	31,863	41,438	42,781
Lynx	1,316	1,464	1,425	5,452	5,426	7,626
Capri	.....	785	236	1,646	2,772	1,882
Zephyr	.....	1,256	.....	.....	6,298	.....
Marquis	2,189	1,141	1,964	7,913	7,025	11,185
Cougar	357	1,417	1,510	5,886	4,631	7,647
Grand Marquis	2,182	2,075	2,174	7,875	15,142	11,350
LN7	.....	.....	.....	.....	144	.....
Topaz	.....	.....	.....	3,091	.....	3,091
Lincoln Total	2,828	2,082	2,600	12,733	12,371	17,055
Continental	522	416	487	2,386	2,470	3,188
Lincoln	1,769	893	1,589	4,732	5,460	7,497
Mark VI/VII	537	773	424	5,615	4,441	6,370
GENERAL MOTORS	101,944	65,282	104,063	197,757	396,064	578,739
Buick Division	23,155	13,719	22,745	88,615	96,319	126,535
Skylark	2,690	261	2,770	8,113	9,761	12,471
Skyhawk	3,075	1,382	3,041	14,344	8,719	19,226
Century	4,827	3,130	4,976	17,569	16,605	25,796
Regal	4,770	4,066	4,814	19,273	31,629	27,247
Buick	5,844	4,313	5,588	23,013	25,411	32,627
Riviera	1,125	567	1,220	5,565	4,194	7,381
Electra (fwd)	824	.....	336	738	.....	1,787
Cadillac Division	7,135	6,276	7,118	28,146	41,007	39,886
Cimarron	515	578	422	1,931	3,049	2,701
Seville	740	812	753	3,119	3,993	4,314
Eldorado	1,425	1,303	1,443	5,982	9,563	8,281
Cadillac	3,572	3,583	4,071	16,493	24,402	22,800
DeVille (fwd)	883	.....	429	621	.....	1,790
Chevrolet Division	35,624	20,775	36,159	139,552	112,097	198,303
Chevette	4,360	4,151	4,236	16,916	21,382	23,863
Cavalier	8,386	4,103	8,604	35,481	18,460	49,427
Celebrity	7,568	812	7,253	22,190	7,745	34,828
Camaro	5,184	3,625	5,620	23,554	22,265	32,041
Citation	2,107	2,410	2,126	7,460	13,538	10,862
Malibu/El Camino	652	2,474	768	2,310	13,892	3,465
Monte Carlo	3,951	1,769	4,445	18,245	9,895	25,070
Chevrolet	2,641	1,316	2,202	10,266	4,484	14,279
Corvette	775	115	905	3,100	436	4,468
Oldsmobile Division	24,628	17,339	26,961	94,798	106,423	149,158
Omega	1,320	.....	1,286	3,969	6,548	6,061
Firenza	1,265	782	1,334	6,742	4,337	8,817
Cutlass Supreme	6,660	5,110	7,911	31,596	32,521	43,482
Cutlass Ciera	4,882	4,294	5,718	21,515	17,295	30,145
Oldsmobile	8,715	6,497	9,444	26,377	40,857	53,710
Olds 98 (fwd)	886	.....	368	904*	.....	1,798
Toronado	900	656	900	3,695	4,865	5,145
Pontiac Division	11,402	7,173	11,080	46,646	40,218	64,857
Acadian†	350	839	356	1,346	1,217	1,900
2000 Sunbird	3,019	1,552	2,705	12,152	9,718	17,030
1000	864	841	920	3,436	4,530	4,822
Firebird	2,333	1,793	2,304	9,931	9,460	13,646
Phoenix	281	761	321	1,522	3,785	1,996
G. Prix/Bonneville	1,405	1,387	1,447	5,221	11,508	8,489
Parisienne	520	.....	441	2,010	.....	2,801
Fiero	2,630	.....	2,586	11,028	.....	14,173
HONDA	2,250	440	2,195	8,608	1,895	13,177
VOLKSWAGEN	2,350	910	2,389	9,933	11,794	13,721
Total Cars, U.S.	160,978	118,025	172,272	661,841	642,927	946,490
Total Cars, Canada	23,570	13,686	20,143	90,437	101,825	122,769
N. American Cars	184,548	131,711	192,415	752,278	744,752	1,069,259
N. American Trucks	77,576	50,326	77,725	323,726	256,749	443,003
North American Cars and Trucks	262,124	182,037	270,140	1,076,004	1,001,501	1,512,262

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 11, 1984	Week Ended Feb. 12, 1983	Week Ended Feb. 4, 1984	Jan. Total	Jan. 1 to Feb. 12, 1983	Jan. 1 to Feb. 11, 1984
AMERICAN MOTORS	600	.....	608	2,556	3,875	3,522
CHRYSLER CORP.	.....	3,831	.....	.....	24,843	.....
FORD MOTOR	9,650	480	6,174	29,340	20,658	41,278
GENERAL MOTORS	13,095	9,150	13,136	57,607	51,099	76,727
VOLVO	225	225	225	934	1,350	1,242
Total Cars, Canada	23,570	13,686	20,143	90,437	101,825	122,769

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 11, 1984	Week Ended Feb. 12, 1983	Week Ended Feb. 4, 1984	Jan. Total	Jan. 1 to Feb. 12, 1983	Jan. 1 to Feb. 11, 1984
CHEVROLET	19,313	14,927	19,200	85,826	75,480	114,429
DODGE	4,200	2,803	4,289	17,475	10,230	24,220
FORD	23,105	13,413	23,009	93,944	75,325	130,751
GMC	6,255	4,762	6,358	26,805	25,513	36,101
INTERNATIONAL	1,426	1,026	1,412	5,492	5,401	7,773
JEEP	3,500	2,159	3,537	15,725	7,673	20,109
NISSAN	2,000	.....	1,882	7,699	.....	10,813
AM GENERAL	50*	50*	50*	220*	300*	290*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,200*	6,000*	5,800*
Total Trucks, U.S.	60,849	40,140	60,746	257,386	205,922	350,286

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 11, 1984	Week Ended Feb. 12, 1983	Week Ended Feb. 4, 1984	Jan. Total	Jan. 1 to Feb. 12, 1983	Jan. 1 to Feb. 11, 1984
CHRYSLER CORP.	6,934	2,690	7,131	24,511	15,714	35,885
FORD MOTOR	3,400	2,993	3,352	13,981	9,791	19,391
GENERAL MOTORS	6,248	4,477	6,350	27,277	24,520	36,637
INTERNATIONAL	145	26	146	571	802	804
Total Trucks, Canada	16,727	10,186	16,979	66,340	50,827	92,717
N. American Trucks	77,576	50,326	77,725	323,726	256,749	443,003

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

February 20, 1984

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Dealers will no longer stock or deliver cars

Porsche casts a pall on franchise system

By Matt DeLorenzo
Los Angeles Reporter

RENO, Nev. — A three-tier distribution network that dramatically alters the traditional role of the franchised dealer was unveiled by Porsche executives here last week in anticipation of the company's Aug. 31 split from Volkswagen of America.

Peter Schutz, president and chief executive officer of Porsche AG, and John A. Cook, president of newly incorporated Porsche Cars North America, announced the changes to more than 290 dealers.

Reno is to become the headquarters city of Porsche's distribution network in the U. S.

In addition to the new U. S. distributing arm, the company will establish 40 Porsche Centers nationally that will take over many of the functions, such as new-car preparation and delivery, traditionally performed by dealers.

The third tier will be Porsche agencies and Cook said every existing Porsche dealer will be offered the opportunity to become one.

"You can obtain orders for cars and be paid a commission for doing it, will all orders channeled through your servicing Porsche Center," Cook told the dealers.

Schutz and Cook discuss changes, Page 54.

"You may do service and wholesale parts business as in the past, or work with your Porsche Center if your organization is confronted by a special service problem."

However, the key difference between current dealerships and the planned agencies, according to Cook, "is that a Porsche agency does not buy cars for resale. And it does not inventory new Porsches."

• Both Schutz and Cook emphasized that the increasingly competitive nature of the high-performance sports-car market dictated the radical departure in distribution, rather than any deficiencies in VW's or the dealers' performance in the past.

Schutz said exhaustive studies of the market, as well as surveys of the dealer body and customers, were undertaken before the distribution plan was drawn up.

"It is our firm belief that Porsche cannot hope to be viable as a manufacturer of high technology, high-performance sports cars that are distributed by a traditional automotive marketing organization that is basically structured to serve a volume market with traditional service and sales activities," Schutz said.

He predicted that both Japanese and American car companies will be offering luxury and high-performance cars through exclusive networks outside the traditional franchise system in the next several years.

"It is increasingly evident today that the competition is fully awake and in full flight to participate in our market," he said.

"It has been clear to Porsche management for some time that we are living in a transition period and that in the not-too-distant future will be faced with extremely tough competition in virtually all our major market segments."

Schutz predicted that "within two to three years, several American and Japanese manufacturers will be fully committed and engaged in this activity."

"It is our firm conviction that the existing marketing concept for Porsche in North America will be 'meat on the table' within a few years," he said.

• Cook said, "The choice is clear. We can sit on our hands, enjoy the next few years in short-term profits, do nothing different and gradually disappear altogether.

"Or we can address the problem and opportunities now . . . go through change, some of which will be awkward, some of it even painful. But by doing it now, together, we'll have a stronger business in the years ahead."

Schutz said the customer is one of the primary considerations in making the changes.

"It must be as much fun to acquire a Porsche as it is to drive one," Schutz said of the company's goal.

By streamlining and taking greater control of the distribution process, Schutz said the company will be able to offer the customer a chance to custom order vehicles, a three-year full-maintenance lease program

Continued on Page 57, Col. 1

Dealer groups assail changes by Porsche

WASHINGTON. — Porsche's announcement last week that it plans to establish factory-owned retail outlets in the U. S. and turn its former dealers into "agents" stirred a furore at both the American International Automobile Dealers Assn. and NADA.

James P. Jennings, NADA president, said, "NADA will take whatever actions (are) necessary to preserve legitimate interests of our Porsche dealers."

Robert McElwaine, president of AIADA, said, "The scheme is a frontal assault on the entire automotive franchise system and must be resisted by all automobile dealers."

He said AIADA is conferring with legal counsel regarding the rights of the more than 300 Porsche dealers and he warned dealers against signing applications for agency status.

Jennings said, "NADA is alarmed about the decision of Porsche AG to form a new distribution company which will abandon the Porsche dealer network as it currently exists.

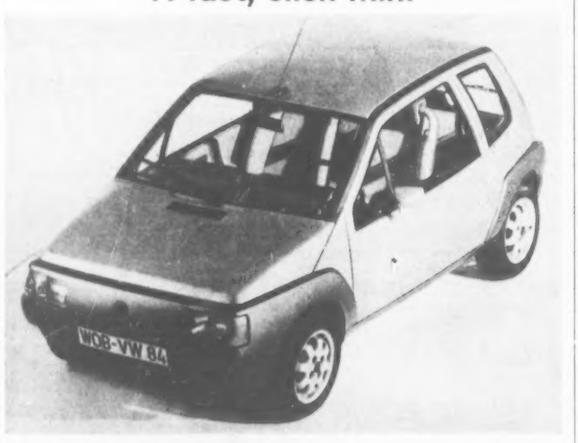
"The success which Porsche has enjoyed in this country is due in large part to work of its franchised dealers over many years. They have worked hard to assure that consumers are served and that Porsche is well represented.

"To end such an effective working relationship at this time ignores the value of this contribution to the company by its dealers. It abandons a relationship that has effectively served mutual interests of both parties. We are shocked about this decision, since it strikes to the heart of the franchise system."

McElwaine warned dealers

Continued on Page 54, Col. 2

A fast, slick mini



VW unveils the Student

Volkswagen AG gave the motor press a glimpse of some of its advanced vehicle research that had previously been under wraps. Star of the show was this 123-inch-long Student, which is more than 20 inches shorter than VW's smallest production car. Its light weight (1,300 pounds) and superior aerodynamics (0.31 drag co-efficient) allow it to hit 102 MPH with a 49-HP engine while achieving 47 MPG. Story on Page 38.

breaking news

Nissan dealers to offer service contracts

CARSON, Calif.—Nissan Motor Corp. in U.S.A. has developed an extended service contract program, called Security Plus, for its dealers. Details of the program will be presented to dealers at regional meetings beginning March 5 in Denver and extending to other sites through the month. The program will be administered by Adesco, Inc., Tulsa.

Triumph name to be discarded

COVENTRY, England. — Austin Rover is going to drop the Triumph name later this year. Triumph, one of the most famous car names in the UK, is currently used only on the Honda-based Acclaim model.

Rochester Products plans high-tech facility

TUSCALOOSA, Ala. — Rochester Products Division of General Motors announced a $13.9-million project to develop a highly flexible, world-class manufacturing facility at its plant here. The Flexible Machining and Assembly Project will occupy about half of the Tuscaloosa plant when it becomes operational early in 1986.

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Would hamper marketing efforts, McDonald tells dealers

GM blasts bill to ban fleet subsidies

By John A. Russell
New York Staff Writer

NEW YORK. — A letter outlining General Motors' opposition to a bill banning fleet subsidies was sent to all GM dealers last week by GM President F. James McDonald.

This marks the first time any domestic manufacturer has written its dealers on this measure, H.R. 1415.

A copy of the McDonald letter was obtained by Automotive News last week.

In the letter, McDonald termed the bill a "very anti-competitive proposal" which he claimed would "hamper our efforts to provide you and all other GM dealers with innovative marketing programs."

McDonald went on to say that arguments for passage of the measure were not true. He claimed "fleet incentives" do not cause higher dealer or consumer prices.

"Prices to dealers are not increased to cover the cost of these incentives," McDonald said.

He explained that production uniformity made possible by major fleet orders keeps factory costs down.

McDonald said this bill also is contrary to the free-enterprise system. He argued that GM should have the freedom to price its products competitively and provide whatever marketing incentives necessary.

He told dealers that if this measure had been law in 1981, 1982 and 1983, many retail incentives to consumers the corporation funded would have been eliminated or reduced. During this time frame all manufacturers were offering incentives to increase retail sales.

McDonald claimed that "H.R. 1415 requires all incentives paid to customers or dealers for individual sales must also be paid

Continued on Page 59, Col. 1

Smith points to electronics, chemicals

Non-auto business due for bigger GM share

By Marjorie Sorge
Labor Editor

An increasing amount of General Motors' business will be non automotive by the end of the decade, according to GM Chairman Roger B. Smith.

Smith has said GM plans to diversify into non automotive areas such as electronic, chemical and metallurgical products and that much of that change will be completed by 1990. Currently, 5.58 percent of GM's worldwide business is nonautomotive.

The diversification is the second part of what will be the new General Motors by the end of this decade. The first part, announced earlier this year, was the reorganization of the car divisions into the big and small-car "super groups."

GM is taking its time making the transition from five seemingly decentralized car divisions to centralized super groups. The move will be made step by step and at times GM will be running parallel organization systems, Smith said.

GM is prepared for either a slow or fast transition, Smith said.

"Say this goes like greased lightning and we can say, 'boy, this is so good that we ought to take the 1985 W-car or something and move it over right now because look how well this is going,'" he said.

"Or I'd say, 'This isn't going as well as we want it to. Let's keep the '85 W, the '86 X and the '87 Y running on the project center basis where we know they are doing OK until we get this thing turned around.'

"But I have a hunch it is going to happen the first way. The ability to have complete engineering control of a single model and platform in one group of engineers is very important to us. The other factor is that the product is pushing us that way too."

The product Smith refers to is the Saturn project, a new car developed jointly by management and workers from the ground up. According to Smith, Saturn absolutely could not be developed under the old GM system. He said it has to have centralized engineering and production control to achieve its goals.

"The manufacturing engineer and the design engineer have to be sitting at the same drawing board out there to make Saturn work," he said.

Currently, Lloyd E. Reuss and Robert C. Stempel, the vice presidents and group executives who will run the small-car and big-car groups, respectively, are working toward getting the reorganization in place as quickly as possible.

According to Smith, Reuss and Stempel will not take over their total assignments until they come to him and say they're ready. Currently, they are housed at the Renaissance Center in Detroit, rather than at GM headquarters.

Said Smith, "We don't want them running in here and saying, 'boy, I think I'm ready. I got it done in six weeks or six months.' We want them to say, 'Look, we've thought this over very carefully and all bases are

Continued on Page 57, Col. 3

Volvo 740 heading for U. S. this fall

Closing the gap between the new Volvo 760 Series and the old 240 Series is this new Volvo 740-GLE, designated for the U. S. market in the fall of 1984. The new model combines the 760 body suspension with the 240 2.3-liter, four-cylinder injection engine and driveline. It replaces the 240 GLE on the domestic market and in some export markets. Transmission is either 5-speed manual or 4-speed automatic. Production of the new Volvo 740-GLE is somewhat hampered by the limited capacity of the engine plant at Skovde, Sweden, and until August, 1984, only 10,000 units will be produced.

Court blocks DeLorean bid for $800,000

DETROIT.—A U.S. bankruptcy judge last week blocked an attempt by John Z. DeLorean to take about $800,000 out of his Logan Mfg. Co. in Logan, Utah. Judge Ray Reynolds Graves ruled the company could not pay DeLorean rent or "affiliate" payments the former auto maker claimed were due him.

DeLorean acquired Logan in 1979. The creditors' committee of bankrupt DeLorean Motor Co. believed DeLorean may have used company funds to acquire Logan, which manufactures ski-slope grooming equipment and other tracked vehicles.

DeLorean has tried to sell Logan to raise money, but the court has tied up the company's assets and the proceeds of any sale pending the outcome of creditors' committee litigation. DeLorean would need court permission to sell Logan.

DeLorean has tentative plans to sell Logan to a company believed to be headed by longtime associate Roy S. Nesseth in a seller-financed scheme which would involve notes to be due only if and when Logan is profitable. Several attempts to sell Logan last year fell through.

The court also ruled last week that Logan could borrow $3 million from National Acceptance Corp. to pay off outstanding loans.

In another matter, the hearing on DeLorean's "secured" claim that he is entitled to about $700,000 from remaining DMC assets is scheduled to continue tomorrow (Feb. 21).

U. S. cars up 32 pct.; Ford climbs 65 pct.

Early-Feb. sales highest since '79

By Jenny L. King
Staff Writer

Sales of new domestic cars were up nearly 45,000 units in early February compared with Feb. 1-10, 1983, making it the best first period for that month since 1979.

Volkswagen was the only major auto maker to fall behind year-ago sales. Its sales were more than 1,000 units behind Honda, which has been beating VW with more and more regularity.

Feb. 1-10 sales were up 32.74 percent from the previous year, climbing to 181,694 from 136,878. With nine selling days in the period both years, the daily rate likewise was up 32.74 percent, to 20,188 from 15,209.

Ford Motor Co. announced the greatest sales growth, its numbers up 65.45 percent, to 51,166 from 30,925 last year.

Chrysler Corp. was up 35.18 percent, to 22,772 from 16,846. General Motors reported sales of 99,353 new cars in the period, up 18.92 percent from 83,544.

American Motors' estimated sales for the first 10 days of February were up 15.00 percent from the year-ago estimate: To 4,600 from 4,000. Honda announced sales of 2,474 Ohio-built Accords — the company did not report period sales in February, 1983. VW was down 14.97 percent, to 1,329 from 1,563.

• Ford increased its share of the domestic market to 28.16 percent from 22.59 percent in the 1983 period. Chrysler was up to 12.53 percent from 12.31 percent. GM tumbled more than six percentage points, to 54.68 percent from 61.04 percent. AMC had 2.53 percent, down from 2.92 percent; Honda earned 1.36 percent, and VW dropped to 0.74 percent from 1.14 period.

The three Chrysler makes still being produced all reported sales gains in the early February period. Plymouth was up 32.11 percent, Dodge was up 28.57 percent and Chrysler was up 47.83 percent. Imperial sales were zero compared with 49 a year earlier.

At Ford Motor Co., Ford was up 58.10 percent, Mercury was up 85.74 percent and Lincoln was up 60.69 percent.

Buick was up 5.29 percent, Cadillac was up 16.71 percent, Chevrolet was up 1.98 percent, Oldsmobile was up 29.04 percent and Pontiac was up 68.66 percent.

American Motors' AMC line —Eagle—had estimated sales of 700 units, down 30.00 percent from 1,000 Eagles, Spirits and Concords a year ago. Renault sales were gauged at 3,900, up 30.00 percent from 3,000.

Domestic sales Jan. 1 through Feb. 10 totaled 765,123, up 39.17 percent from 549,771 in 1983.

Slumping sales of imported cars stemmed in Japan

TOKYO. — Imports seem to have stemmed their slumping sales in Japan. In 1983, sales totaled 35,286 units, compared with 35,516 in 1982, to record a loss of only 0.65 percent — a great improvement over results of the last couple of years.

Over the past few years, the market has changed significantly. Sales of U. S. cars have fallen off, while European cars have recovered a lot of ground.

Nevertheless, Volkswagen, which is still the biggest-selling import in Japan, saw sales slump by 18 percent to 9,664 in 1983, while sales of U. S. autos fell 25 percent to only 2,646 units. Mercedes-Benz autos accounted for 6,612 sales (up 15 percent), ahead of BMW with 6,298 (up 19 percent).

Audi increased sales by 8.5 percent to 3,568. Volvo, Jaguar, Citroen and Saab also increased sales, albeit from a small base.

Nevertheless, with so many companies making gains, the outlook for 1984 is good, especially since Renault cars are now to be imported on a regular basis and Austin Rover Japan is to increase its model range.

DOMESTIC SALES

	Feb. 1-10, 1984	Feb. 1-10, 1983
Renault Alliance/Encore	3,900†	3,000†
AMC	700†	1,000†
AMERICAN MOTORS	4,600†	4,000†
Chrysler	7,606	5,145
Imperial	.....	49
Plymouth	6,900	5,223
Dodge	8,266	6,429
CHRYSLER CORP.	22,772	16,846
Ford	32,909	20,815
Mercury	14,913	8,029
Lincoln	3,344	2,081
FORD MOTOR CO.	51,166	30,925
Buick	18,285	17,367
Cadillac	7,676	6,577
Chevrolet	27,279	26,749
Oldsmobile	30,271	23,458
Pontiac	15,842	9,393
GENERAL MOTORS	99,353	83,544
VOLKSWAGEN	1,329	1,563
HONDA	2,474	.....
U.S. INDUSTRY TOTAL	181,694	136,878

† Estimated.

Canadian parts group endorses World Expo

The Automotive Parts Manufacturers Assn. of Canada has endorsed the third annual Automotive News World Expo, which will be held Aug. 28-30 in Detroit's Cobo Hall.

The backing of the 320-member parts group ensures that Canada will be well represented among international automotive parts exhibitors who will be seeking customers for their products at World Expo, according to Patrick Lavelle, president of APMA.

Canadian firms planning to exhibit at the World Expo are eligible for financial assistance under a Canadian government program that encourages companies to seek new business outside the country.

Exhibitors from around the world will display automotive components, materials, machinery and services at the buy-sell trade fair.

With the presence of many of the world's major vehicle manufacturers, who will staff business offices on the show floor, all aspects of the automotive original equipment business will be together under one roof at World Expo.

"We are encouraging all of our association's member companies to participate, either as exhibitors or attendees," said Lavelle.

Other Canadian firms not affiliated with APMA are also encouraged to be involved in World Expo, Lavelle said.

• Products entering the U. S. from Canada and other nations may be brought into Detroit under minimal customs procedures in accordance with Cobo Hall's designation as an international free trade zone during the show.

Tony Merpi, managing director of World Expo, said that increased participation by Canadian manufacturers of OEM and aftermarket products is a major factor in the decision to add 10,000 square feet to this year's exhibition space.

World Expo will run in conjunction with the ninth annual Automotive News World Congress, an automotive seminar to be held Aug. 26-29 at the Westin Hotel, near Cobo Hall in downtown Detroit. Together, the two events make up Automotive News Week.

For World Expo and World Congress information, write to 965 E. Jefferson Ave., Detroit, MI 48207. Telephone number: (313) 567-9520. Cable address: TWX 810-221-5122 AUTNEW.

index

Auction reports	44, 45
Classified advertising	46
Editorial page	10
Obituaries	58
Personnel	35
Production by makes	59
Registrations, car, truck	12
Service highlights	20
Truck highlights	16

59th year — No. 5009

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But market penetration declines a bit

Import registrations post monthly gain

By Jenny L. King
Staff Writer

New imported-car registrations climbed slightly in numbers November, 1983, compared with the same month of 1982, but market penetration continued to drop as the domestic market moved ahead more quickly.

According to statistics gathered by R. L. Polk & Co., import registrations totaled 175,902 during the 11th month, up 1.59 percent from 173,147 the preceding year. Imports accounted for 25.08 percent of the November market, down 0.47 percentage points from 25.55 percent in 1982.

Honda, Volvo and BMC were the only imports to increase their shares of the import market in November. Honda, including Accords built in Marysville, O., was up to 31,901 units, surpassing Nissan to gain second place and going up 2.37 percentage points to 18.14 percent from 15.77 percent of the market.

Top import Toyota slipped 0.45 percentage points, to 21.89 percent from 22.34 percent. Nissan was off 2.97 percentage points, to 18.00 percent from 20.97 percent. Mazda dropped 0.37 percentage points in November, VW was off 0.39 percentage points and Subaru slipped 1.37 percentage points.

Volvo, growing to registrations of 7,028 from 4,724 for the month, was up 1.26 percentage points. Mercedes-Benz dipped 0.25 percentage points and BMW gained 0.21 percentage points. The Dodge Colt/Vista from Mitsubishi claimed 10th place among imports, pushing Audi into the category of "others." Colt/Vista cornered 2.21 percent of the November import market.

The top 10 makes captured 88.44 percent of the import market last November, compared with 90.26 percent a year earlier.

Imported cars claimed 27.68 percent of the U.S. market for the first 11 months of 1983, a decline of 1.76 percentage points from 29.44 percent in 1982.

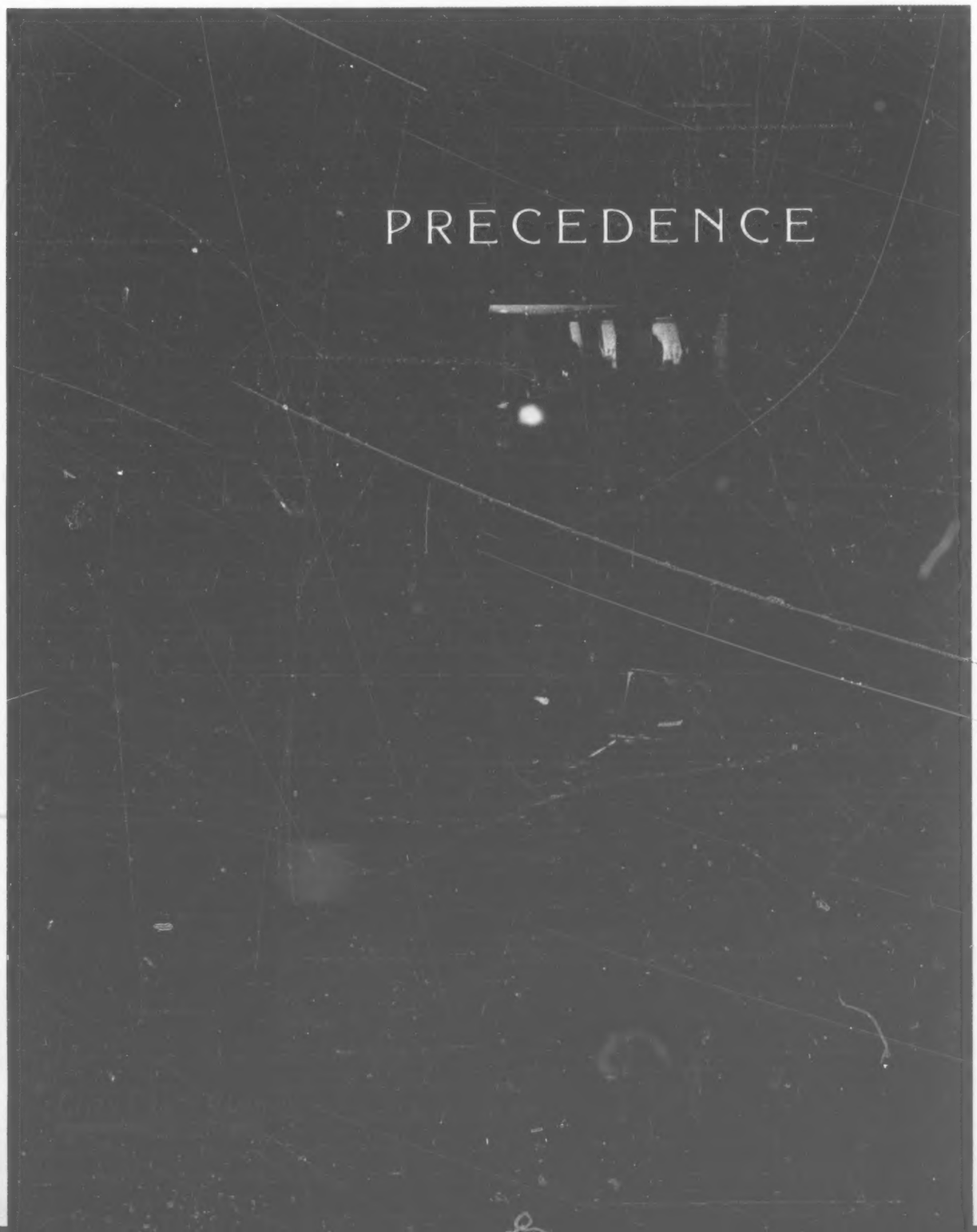
During that period, Toyota

Continued on Page 45, Col. 1

IMPORT REGISTRATION SHARES IN U. S.

	NOVEMBER					11 MONTHS				
	Regis., Nov., 1983	Percent Share of Market	Regis., Nov., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 11 mos., 1983	Percent Share of Market	Regis., 11 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Toyota	38,506	21.89	38,676	22.34	− 0.45	490,866	22.12	481,594	23.40	− 1.28
Honda	31,901	18.14	27,309	15.77	+ 2.37	469,201	21.15	416,019	20.22	+ 0.93
Nissan	31,661	18.00	36,317	20.97	− 2.97	357,447	16.11	333,861	16.23	− 0.12
Mazda	12,519	7.12	12,963	7.49	− 0.37	155,372	7.00	144,172	7.01	− 0.01
VW	10,873	6.18	11,371	6.57	− 0.39	133,484	6.02	127,813	6.21	− 0.19
Subaru	9,749	5.54	11,969	6.91	− 1.37	127,678	5.75	136,097	6.61	− 0.86
Volvo	7,028	3.99	4,724	2.73	+ 1.26	82,522	3.72	66,870	3.25	+ 0.47
Mercedes	5,064	2.88	5,425	3.13	− 0.25	63,954	2.88	58,449	2.84	+ 0.04
BMW	4,388	2.49	3,941	2.28	+ 0.21	52,041	2.35	45,557	2.21	+ 0.14
Colt/Vista	3,886	2.21	.....	.....	.....	40,734	1.84	41,127	2.00	− 0.16
Audi	.....	.....	3,578	2.07	.....	245,477	11.06	206,239	10.02	+ 1.04
Others	20,327	11.56	16,874	9.74	+ 1.82					
TOTAL	175,902		173,147			2,218,776		2,057,798		
Share of U. S. total		25.08		22.55	− 0.47		27.68		29.44	− 1.76

Registrations not available for Oklahoma, delayed for New York.



MARKET SHARES

11 MONTHS
1983 VS. 1982

Make	1983 Market Share	1982 Market Share	Pct. Pt. Change '83 vs. '82
Chevrolet	14.65	15.82	−1.17
Ford	11.52	11.48	+0.04
Oldsmobile	10.88	10.00	+0.88
Buick	9.21	9.18	+0.03
Toyota	6.12	6.89	−0.77
Pontiac	5.93	5.92	+0.01
Nissan	5.85	5.95	−0.10
Honda	4.46	4.78	−0.32
Mercury	4.43	4.09	+0.34
Dodge	3.46	3.21	+0.25
Cadillac	3.24	3.04	+0.20
Plymouth	2.92	3.16	−0.24
Chrysler	2.85	2.20	+0.65
AMC	2.12	1.33	+0.79
Mazda	1.94	2.06	−0.12
Subaru	1.67	1.83	−0.16
VW	1.59	1.95	−0.36
Lincoln	1.10	1.10	.....
Volvo	1.03	0.95	+0.08
Mercedes	0.08	0.84	−0.04
BMW	0.65	0.65	.....
Audi	0.51	0.59	−0.0[illegible]
Other Imports	3.06	2.95	+0.[illegible]
Misc. Dom.	0.01	0.03	−0.0[illegible]
TOTAL	8,014,526	6,988,889	

TOP CARS

U. S. registrations for the first 11 months, 1983 vs. 1982. Registrations not available for Oklahoma, delayed for New York.

1983 Position		Make	1982	1982 Position
1—	1,174,081	Chevrolet	1,105,833	—1
2—	923,101	Ford	802,559	—2
3—	872,159	Oldsmobile	698,664	—3
4—	738,350	Buick	641,419	—4
5—	490,866	Toyota	481,594	—5
6—	475,189	Pontiac	414,225	—7
7—	469,201	Nissan	416,019	—6
8—	357,447	Honda	333,861	—8
9—	355,258	Mercury	285,469	—9
10—	277,197	Dodge	224,117	—10
11—	259,475	Cadillac	212,303	—12
12—	233,933	Plymouth	220,518	—11
13—	228,755	Chrysler	154,051	—13
14—	169,758	AMC	92,788	—17
15—	155,372	Mazda	144,172	—14
16—	133,484	Subaru	127,813	—16
17—	127,678	VW	136,097	—15
18—	87,900	Lincoln	76,827	—18
19—	82,522	Volvo	66,870	—19
20—	63,954	Mercedes	58,449	—20
21—	52,041	BMW	45,557	—21
22—	40,734	Audi	41,127	—22
	245,477	Other Imports	206,239	
	594	Misc. Domestic	2,318	
	8,014,526	TOTAL	6,988,889	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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